

# Health Communication Science Digest

Office of the Associate Director for Communication

November 2015 -- Vol. 6, Issue 11e

To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some cases, however, the DOI hyperlink will not work or the publisher charges for the article. The help of your local library staff may be required in such circumstances to secure access to some publications.

Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Arendt, F., Till, B., & Niederkrotenthaler, T. (2015). Effects of Suicide Awareness Material on Implicit Suicide Cognition: A Laboratory Experiment. *Health Commun*, 1-9. doi: [10.1080/10410236.2014.993495](https://doi.org/10.1080/10410236.2014.993495)
- ❖ Bailey, J., Mann, S., Wayal, S., Hunter, R., Free, C., Abraham, C., & Murray, E. (2015). Public Health Research *Sexual health promotion for young people delivered via digital media: a scoping review*. Southampton (UK): NIHR Journals Library. doi: [10.3310/phr03130](https://doi.org/10.3310/phr03130)
- ❖ Blasi, P. R., King, D., & Henrikson, N. B. (2015). HPV Vaccine Public Awareness Campaigns: An Environmental Scan. *Health Promot Pract*, 16(6), 897-905. doi: [10.1177/1524839915596133](https://doi.org/10.1177/1524839915596133)
- ❖ Brega, A. G., Freedman, M. A. G., LeBlanc, W. G., Barnard, J., Mabachi, N. M., Cifuentes, M., . . . West, D. R. (2015). Using the Health Literacy Universal Precautions Toolkit to Improve the Quality of Patient Materials. *Journal of Health Communication*, 20(sup2), 69-76. doi: [10.1080/10810730.2015.1081997](https://doi.org/10.1080/10810730.2015.1081997)
- ❖ Chae, J., Lee, C. J., & Jensen, J. D. (2015). Correlates of Cancer Information Overload: Focusing on Individual Ability and Motivation. *Health Commun*, 1-9. doi: [10.1080/10410236.2014.986026](https://doi.org/10.1080/10410236.2014.986026)
- ❖ Corrigan, P. W., Powell, K. J., & Al-Khouja, M. A. (2015). Examining the Impact of Public Service Announcements on Help Seeking and Stigma: Results of a Randomized Controlled Trial. *J Nerv Ment Dis*, 203(11), 836-842. doi: [10.1097/nmd.0000000000000376](https://doi.org/10.1097/nmd.0000000000000376)



- ❖ Dean, M. (2015). Celebrity Health Announcements and Online Health Information Seeking: An Analysis of Angelina Jolie's Preventative Health Decision. *Health Commun*, 1-10. doi: [10.1080/10410236.2014.995866](https://doi.org/10.1080/10410236.2014.995866)
- ❖ Elsey, J. W., & Harris, J. L. (2015). Trends in food and beverage television brand appearances viewed by children and adolescents from 2009 to 2014 in the USA. *Public Health Nutr*, 1-6. doi: [10.1017/s1368980015003274](https://doi.org/10.1017/s1368980015003274)
- ❖ Gardner, L., & Leshner, G. (2015). The Role of Narrative and Other-Referencing in Attenuating Psychological Reactance to Diabetes Self-Care Messages. *Health Commun*, 1-14. doi: [10.1080/10410236.2014.993498](https://doi.org/10.1080/10410236.2014.993498)
- ❖ Gollust, S. E., LoRusso, S. M., Nagler, R. H., & Fowler, E. F. (2015). Understanding the Role of the News Media in HPV Vaccine Uptake in the United States: Synthesis and Commentary. *Hum Vaccin Immunother*, 0. doi: [10.1080/21645515.2015.1109169](https://doi.org/10.1080/21645515.2015.1109169)
- ❖ Grasso, K. L., & Bell, R. A. (2015). Understanding Health Information Seeking: A Test of the Risk Perception Attitude Framework. *Journal of Health Communication*, 20(12), 1406-1414. doi: [10.1080/10810730.2015.1018634](https://doi.org/10.1080/10810730.2015.1018634)
- ❖ Guidry, J., Jin, Y., Haddad, L., Zhang, Y., & Smith, J. (2015). How Health Risks Are Pinpointed (or Not) on Social Media: The Portrayal of Waterpipe Smoking on Pinterest. *Health Commun*, 1-9. doi: [10.1080/10410236.2014.987468](https://doi.org/10.1080/10410236.2014.987468)
- ❖ Guttman, N. (2015). Persuasive appeals in road safety communication campaigns: Theoretical frameworks and practical implications from the analysis of a decade of road safety campaign materials. *Accid Anal Prev*, 84, 153-164. doi: [10.1016/j.aap.2015.07.017](https://doi.org/10.1016/j.aap.2015.07.017)
- ❖ Hallgreen, C. E., Mt-Isa, S., Liefert, A., Phillips, L. D., Hughes, D., Talbot, S., . . . Ashby, D. (2015). Literature review of visual representation of the results of benefit-risk assessments of medicinal products. *Pharmacoepidemiol Drug Saf*. doi: [10.1002/pds.3880](https://doi.org/10.1002/pds.3880)
- ❖ Kam, J. A., Figueroa-Caballero, A., & Basinger, E. D. (2015). Measuring Alcohol-Specific Communication with Friends: Conceptualizing and Operationalizing Communication as Multidimensional. *Health Commun*, 1-12. doi: [10.1080/10410236.2014.992580](https://doi.org/10.1080/10410236.2014.992580)
- ❖ Kelly, L., Ziebland, S., & Jenkinson, C. (2015). Measuring the effects of online health information: Scale validation for the e-Health Impact Questionnaire. *Patient Educ Couns*, 98(11), 1418-1424. doi: [10.1016/j.pec.2015.06.008](https://doi.org/10.1016/j.pec.2015.06.008)
- ❖ Ledford, C. J. W., Cafferty, L. A., & Russell, T. C. (2015). The Influence of Health Literacy and Patient Activation on Patient Information Seeking and Sharing. *Journal of Health Communication*, 20(sup2), 77-82. doi: [10.1080/10810730.2015.1066466](https://doi.org/10.1080/10810730.2015.1066466)
- ❖ Lister, C., Royne, M., Payne, H. E., Cannon, B., Hanson, C., & Barnes, M. (2015). The Laugh Model: Reframing and Rebranding Public Health Through Social Media. *Am J Public Health*, 105(11), 2245-2251. doi: [10.2105/ajph.2015.302669](https://doi.org/10.2105/ajph.2015.302669)



- ❖ Marques, S. S., Lin, J. S., Starling, M. S., Daquiz, A. G., Goldfarb, E. S., Garcia, K. C., & Constantine, N. A. (2015). Sexuality Education Websites for Adolescents: A Framework-Based Content Analysis. *J Health Commun*, 20(11), 1310-1319. doi: [10.1080/10810730.2015.1018621](https://doi.org/10.1080/10810730.2015.1018621)
- ❖ McKee, M. M., Paasche-Orlow, M. K., Winters, P. C., Fiscella, K., Zazove, P., Sen, A., & Pearson, T. (2015). Assessing Health Literacy in Deaf American Sign Language Users. *Journal of Health Communication*, 20(sup2), 92-100. doi: [10.1080/10810730.2015.1066468](https://doi.org/10.1080/10810730.2015.1066468)
- ❖ Mocarski, R., & Bissell, K. (2015). Edutainment's Impact on Health Promotion: Viewing The Biggest Loser Through the Social Cognitive Theory. *Health Promot Pract*. doi: [10.1177/1524839915613026](https://doi.org/10.1177/1524839915613026)
- ❖ Perl, R., Murukutla, N., Occleston, J., Bayly, M., Lien, M., Wakefield, M., & Mullin, S. (2015). Responses to antismoking radio and television advertisements among adult smokers and non-smokers across Africa: message-testing results from Senegal, Nigeria and Kenya. *Tob Control*, 24(6), 601-608. doi: [10.1136/tobaccocontrol-2014-051682](https://doi.org/10.1136/tobaccocontrol-2014-051682)
- ❖ Rains, S. A., & Tukachinsky, R. (2015). Information Seeking in Uncertainty Management Theory: Exposure to Information About Medical Uncertainty and Information-Processing Orientation as Predictors of Uncertainty Management Success. *J Health Commun*, 20(11), 1275-1286. doi: [10.1080/10810730.2015.1018641](https://doi.org/10.1080/10810730.2015.1018641)
- ❖ Sinayev, A., Peters, E., Tusler, M., & Fraenkel, L. (2015). Presenting Numeric Information with Percentages and Descriptive Risk Labels: A Randomized Trial. *Med Decis Making*, 35(8), 937-947. doi: [10.1177/0272989x15584922](https://doi.org/10.1177/0272989x15584922)
- ❖ Strekalova, Y. A. (2015). Emergent health risks and audience information engagement on social media. *Am J Infect Control*. doi: [10.1016/j.ajic.2015.09.024](https://doi.org/10.1016/j.ajic.2015.09.024)
- ❖ Taggart, T., Grewe, M. E., Conserve, D. F., Gliwa, C., & Roman Isler, M. (2015). Social Media and HIV: A Systematic Review of Uses of Social Media in HIV Communication. *J Med Internet Res*, 17(11), e248. doi: [10.2196/jmir.4387](https://doi.org/10.2196/jmir.4387)
- ❖ Yegiyan, N. S., & Bailey, R. L. (2015). Food as Risk: How Eating Habits and Food Knowledge Affect Reactivity to Pictures of Junk and Healthy Foods. *Health Commun*, 1-8. doi: [10.1080/10410236.2014.987098](https://doi.org/10.1080/10410236.2014.987098)

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